

WHAT'S THIS ALL ABOUT ?

1. WHY DO YOU NEED TO DO MARKETING?

I would like to start this book with why you actually need to do marketing. Although I assume you bought this book because you know marketing is as necessary for your business, as it is to register your business. Anyhow, here are some of the reasons.

SPREAD THE WORD

I will start with the most obvious one. When you start out in business, no one really knows that you exist. Marketing is telling people that you exist, spreading the word about your products and services to **increase awareness**.

GROW

With increasing awareness, your business will become better known, which means you will be able to **grow your business** – in revenue, product range, staff and locations.

BUILD A BRAND

In my online course '**The Branding Formula™ – 8 easy steps to get started on your branding**' (www.creativestartupacademy.com/courses), I go into detail about what 'branding' is and what is reflecting your brand. All your marketing activities definitely need to reflect your brand. Marketing, on the other hand, helps you to **build a brand** by getting your message across.

REACH YOUR IDEAL CLIENT

When you have defined your ideal client, you will know how to reach them and which marketing activities to implement. The right marketing **activities** and **channels** will help you to **attract your ideal client**.

OUTDO COMPETITORS

If you are doing marketing right, it will be easy for you to stand out from the crowd and **differentiate yourself from competitors**.

SECURE FUTURE

Well-done, on-going marketing campaigns will help you to secure your **business success** and decrease the chance of failing. Building up a business with regular income usually takes longer than you might anticipate. Telling people that you exist is essential **right from the start** to secure future success.

In summary: **If no one knows that you exist, no one will buy your products and services.** Start right at the beginning with your marketing activities to make an impact.

2. WHY I WROTE THIS BOOK

I worked in design agencies as a Strategic Consultant and Senior Account Manager, for more than 10 years. Even though marketing was, and still is one of my passions, I did not enjoy it as much anymore and wanted to do something more rewarding. I wanted to help people in a different way. I didn't know exactly what to do though. I decided to train as a Coach and knew I enjoyed helping people, talking in front of people and passing on knowledge. I started to call myself 'Life Coach', but a niche quickly found me. It turned out that I **enjoyed working with start-ups**. Their drive rubbed off on me. I narrowed it down even further, working with **creative start-ups**, people that work in a creative way, like I do. Then a lot of clients and start-ups said that they struggle with **marketing**, and as this is my expertise, I should offer these services as well. My title was born: **Marketing and Creative Start-Up Coach**.

I began my start-up journey whilst I had a full-time job. I worked every lunch hour, every evening and weekend on building up my business. It was very stressful, and after a while, I found a part-time job in marketing as a maternity cover. This gave me a nine-month deadline to get my business up and running, paying my bills with the salary of the part-time job and my savings. Towards the end of the nine-months, I panicked a bit. I didn't really have enough clients and I had spent all my savings, but it all worked out. I was able to secure contracts with **universities**, supporting their start-up students, and contracts with **small businesses** to support them with their marketing. I also took on **individual clients** and supported them in their start-up journey and marketing. I now also offer **online courses for start-ups and small businesses** (<http://www.creativestartupacademy.com>) as well as writing **books**, like the one you are reading right now and '**The Start-Up Formula® – 6 easy steps to start your own business**' (<http://www.startup-formula.com>).

Working with a lot of start-ups and small businesses, I realised that most of them could get their head around all kind of topics involved in starting your own business, but they really **struggled with the marketing**. There is so much information out there and they just don't know where to start. I then came up with a **solution** that will **make marketing easy**. No matter what industry you are in and what the nature of your business is, I identified **six steps that every business should go through** to get a better understanding of marketing.

Once you have worked your way through the 6 steps, you will be able to either **do marketing yourself** or just have a better understanding to **outsource** it – even if you don't have any previous experience with marketing.

I have also created lots of **freebies** that you can download including 'How To' guides for social media, an eBook 'The Ultimate Knowledge Toolbox – free resources and tools every entrepreneur should know about' and many more (www.creativestartupacademy.com/freestuff)

The Marketing Formula™ I have developed will give you the structure you need to **make marketing easy**, which means that you can get started; you will feel **less stressed** and have manageable steps, rather than trying to do everything at once. You will become more **focused** and **structured**, and it will also help you to **prioritise** your tasks.

After reading and working through this book, you will have put everything in place that you need to create a **1-year marketing plan**. There are **exercises** throughout the book and links for **downloadable resources** for **further support**. This is a very **practical book** that will help you in the real business world, rather than giving you the theory.

And here it is – **The Marketing Formula™**, '**RESULT**' – an acronym standing for:

Recognise yourself
Evaluate the market
Show them what you've got
Unite your knowledge
Launch your activities
Talk about your business

RECOGNISE YOURSELF

Create a **powerful marketing mind-set** and discover your company's values. This will help you to get a **better understanding** of marketing and lay all the **foundations** for your **branding**, if you haven't done that already. Having your business values defined will also make your **decision process** much **easier**.

EVALUATE THE MARKET

In here we will define your **ideal client**, look at the **market** and your **competitors**. This will help you to find out how you can **reach** your **target audience** easily. It helps you to find your **USP** (Unique Selling Point) and to get an understanding of what **products** and **services** your target audience wants.

SHOW THEM WHAT YOU'VE GOT

Create your **story**, your **products** and **services** and set your **pricing**. This will help you to show your **passion** and **expertise**. People buy from people, as they say, it is true. It is important that your story is **memorable**.

UNITE YOUR KNOWLEDGE

This is where it all comes together. You will create your **1-year marketing plan** and break down every activity into tasks so that you have **realistic** milestones. You will know exactly what and how to do it for the next year.

LAUNCH YOUR ACTIVITIES

Now you have all the basics in place, you can start **implementing** your **activities**. We will talk about **time management** skills to become more **focused** and **productive**.

TALK ABOUT YOUR BUSINESS

In this last step, we will be looking at enhancing your **networking skills**, creating your **elevator pitch** and how you can quickly build **rapport** with people. This way you can get across what you do in an **understandable** way and **build** long lasting **relationships**.

In this book, we will go through all the steps. **Enjoy!**

Your Marketing and Creative Start-Up Coach – Christine

Buy the book on Amazon: www.marketing-formula.com

Copyright © 01.02.2017 Christine Michaelis

All rights reserved. No part of this book may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior written permission of the copyright owner.